



**FOR IMMEDIATE RELEASE:**

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## **“RADIO WORKOUT TEAM” IS LAUNCHED**

### **Virtual Media Company for Radio Station Lenders, Receivers, Trustees and Owners**

Denver, CO – The Radio Workout Team formally launches today as a “virtual media company” to manage radio operations during financial workout periods. The new organization is comprised of multimedia consultants within the Paragon Consulting Network, and is designed to effectively rebuild and operate radio companies during a workout and until the properties are sold. The innovative Radio Workout Team covers all aspects of radio operations, including Operations and Management, Sales, Programming and Marketing, Financial and Engineering.

“The time has come for a new type of radio management company that replaces overweight corporate expense structures with a nimble management group,” said Paragon Consulting Network CEO Mike Henry. “Over the past six months we have made considerable advancements within the media lending community, as well as with trustees, receivers and troubled owners who need a new economic solution. The financial community is drawn to the Radio Workout Team because of our ability to operate a radio station or company from top to bottom without the traditional cost structure. Our job is to stop the financial bleeding, perform operational triage, and return the radio company to profitability so investors can recoup its value. The most exciting part is that we are rebuilding local radio one station at a time. New multiplatform business models are customized for the market, and are built for the present and future, not the past.”

The Radio Workout Team assembles industry leaders in all areas of radio management, sales, programming, and operations. Radio Workout Team members include:

**Group & Station Operator - Dan Halyburton:** With a 38 year broadcast radio career, Halyburton has a comprehensive understanding of all elements of radio station operations. Halyburton is former small market operator, Senior VP/Group General Manager of Susquehanna Radio Corp., and VP/GM of the Emmis cluster in New York City. Halyburton is an expert in digital new media.



**Group & Station Owner/Operator - John Stevens:** Currently President/COO of Paragon Media Strategies, Stevens has risen from DJ to owner of radio stations. Stevens was an owner of Caribou Communications while serving as VP/Operations. Prior to that, Stevens launched legendary radio stations KRQQ/Tucson and KZZP/Phoenix. For over three decades and covering all market sizes, John is a hands-on operator with a rare combination of management, finance, programming and market research.

**Media Strategist - Mike Henry:** As CEO of research and consulting firm Paragon Media Strategies and partner in multiplatform production firm Media Mechanics, Henry has been a strategic advisor to many of the most successful radio stations, groups and networks in the world. Henry has helped create over a dozen new radio formats over the past 20 years, including "Alternative," "Triple A," "Modern AC," "Progressive," Canada's only "All News" format, "Jack FM," and most recently "New York's Rock Experience" on WRXP-FM New York City.

**Sales Consultants & Trainers - Creative Resources:** The Creative Resources team of consultants specializes in helping media organizations grow their top line and outperform their peers. Over the last 26 years, Creative Resources has developed a complete selling and management system used by a variety of media companies all over the world.

**Sales Consulting & Training - The Center for Sales Strategy (CSS):** Established in 1983, CSS is a consulting and training firm specializing in the needs of media, advertising and marketing sales organizations. CSS delivers a broad range of comprehensive services to help its clients develop sales management, salespeople and sales. CSS currently serves more than 250 media properties (radio, television, newspaper, cable) in the United States, Canada, Australia and Malaysia.

**Engineer & New Media Technologist - Skip Pizzi:** Pizzi is a consultant to corporate, legal, government and broadcast industry clients worldwide on the subjects of new media and digital transition, offering services ranging from technical facility audits and staff training to strategic new-media implementation plans and facility design. Previously Pizzi founded and ran the Technical Training program at National Public Radio, and served as Senior Program Manager and Technical Policy Analyst in Microsoft's Entertainment & Devices Division.

**Multiplatform Operator & Programmer - Paul Marszalek:** With more than 25 years in radio and television, Marszalek has held senior programming positions with VH1/MTV Networks, KFOG/San Francisco and WXRT/Chicago. Marszalek currently is Managing Partner of Media Mechanics, a multiplatform production company.

**Multiplatform Producer - Ben Manilla:** Manilla owns and operates Ben Manilla Productions, one of the most celebrated and successful audio content creators in America. Manilla is also a partner in Media Mechanics and was formerly with WOR/New York, WLIR/Long Island, and the RKO Radio Networks, among other radio companies.



**Ratings Analyst - John Sutton:** Sutton is President of John Sutton & Associates (JSA) and brings more than 30 years of diverse commercial and public radio experience to his clients. Sutton is a leading expert in Portable People Meter (PPM) and ratings diary analysis.

**Interactive Revenue Growth Expert - Richard Warner:** Warner owns and operates What's Up Interactive, an interactive multimedia agency renowned for its website and e-marketing specialties. Warner's media clients have included Fox TV stations, The Coca-Cola Company, and Cox Communications, among many others.

**Online Marketing Specialist - Lori Dillé:** Dillé is Managing Partner of Weather Shore, LLC, a marketing and technology consulting firm specializing in relationship marketing. Dillé has over 20 years experience helping companies define and implement interactive listener and customer focused direct marketing and website strategies to promote customer loyalty and ROI. Employers and clients have included Susquehanna Radio Corp. and Suscom Media, RadioMilwaukee, Rogers Media and QNET Services.

For more information: [www.radioworkoutteam.com](http://www.radioworkoutteam.com)

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